

Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) .OBAMA FOR AMERICA

Product OBAMA SKED A

Estimate# 1621

Buyer Maura Gilroy

Phone#

Fax#

Agency ( ) GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1621

Flight Dates 08/17/2012 - 08/23/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F,M-TH	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/17-08/23	2	1	2	\$800.00	
	2	F,M-TH	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/17-08/23	2	1	2	\$1,400.00	
	3	F,M-TH	7A-9A	TODAY SHOW	:30	\$1,400.00	08/17-08/23	2	1	2	\$2,800.00	
	4	F,M-TH	9A-10A	TODAY SHOW II	:30	\$500.00	08/17-08/23	2	1	2	\$1,000.00	
	5	F,M-TH	10A-11A	TODAY SHOW III	:30	\$325.00	08/17-08/23	2	1	2	\$650.00	
	6	F,M-TH	11A-12P	RACHEL RAY	:30	\$325.00	08/17-08/23	2	1	2	\$650.00	
	7	F,M-TH	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	08/17-08/23	2	1	2	\$850.00	
	8	F,M-TH	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	08/17-08/23	2	1	2	\$850.00	
	9	F,M-TH	430P-5P	NEWS	:30	\$700.00	08/17-08/23	2	1	2	\$1,400.00	
	10	F,M-TH	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$600.00	08/17-08/23	2	1	2	\$1,200.00	
	11	F,M-TH	5P-630P	EARLY NEWS	:30	\$1,000.00	08/17-08/23	2	1	2	\$2,000.00	
	12	M	8P-10P	STARS EARN STRIPES	:30	\$2,300.00	08/20-08/20	1	1	1	\$2,300.00	
	13	M	9P-10P	STARS EARN STRIPES	:30	\$2,300.00	08/20-08/20	1	1	1	\$2,300.00	
	14	TU	8P-10P	AGT	:30	\$4,000.00	08/21-08/21	1	1	1	\$4,000.00	

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	15	TU	10P-11P	LOVE IN THE WILD	:30	\$2,000.00	08/21-08/21	1	1	1	\$2,000.00	
	16	W	8P-9P	AGT (R)	:30	\$2,400.00	08/22-08/22	1	1	1	\$2,400.00	
	17	W	10P-11P	LAW & ORDER: SVU	:30	\$3,200.00	08/22-08/22	1	1	1	\$3,200.00	
	18	TH	10P-11P	ROCK CENTER W/B. WILLIAMS	:30	\$2,100.00	08/23-08/23	1	1	1	\$2,100.00	
	19	SA	9P-10P	NBC ENCORES	:30	\$1,300.00	08/18-08/18	1	1	1	\$1,300.00	
	20	SA	9P-11P	STARS EARN STRIPES (R)	:30	\$2,000.00	08/18-08/18	1	1	1	\$2,000.00	
	21	F,M-TH	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	08/17-08/23	2	1	2	\$2,200.00	
	22	F,M-TH	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$425.00	08/17-08/23	3	1	3	\$1,275.00	
	23	F,M-TH	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$225.00	08/17-08/23	3	1	3	\$675.00	
	24	SU	5P-8P	NFL INDIANAPOLIS @ PITT	:30	\$3,200.00	08/19-08/19	2	1	2	\$6,400.00	

---REPORT TOTALS---

Report Totals: 41 / \$45,750.00

---SALES MONTHLY TOTALS---

Aug 12: 41 / \$45,750.00  
Sales Totals: 41 / \$45,750.00  
Station Totals: 41 / \$45,750.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$163,393	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	28%
		KTNV	20%	KTUD	1%	KVCW	2%	KVMY	4%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books	JUL12
Demos	RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE